

**SUMMER TRAINING
AT
GHC DRUGS AND PHARMACEUTICALS
LTD.**



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MBA PM-12**

INTRODUCTION

- GHC Drugs and Pharmaceuticals was established by Mr. Prashant Kumar Pathak in the year 2020 to encourage *good healthcare* which stands for GHC.
- VISION: To provide G3 which means Good Product, Good Science & Good Relationship, through H3 which means their Purpose is Happiness, Culture is Helpfulness and Belief is Honoring Healthcare Heroes.
- MISSION: mission at GHC is good quality for all.



COMPANY MODEL

- Key specialty areas: orthopedics, pediatrics, ENT, gynecology and CPI
- Identified products having a ready market and prescription base.
- Precision marketing, thus removing unnecessary cost across supply chain and marketing.
- Efficient distribution model across saving up to 30% in selling and distribution costs.
- Manufacturing plants meeting standards of world-class quality and testing requirement.



LEADERSHIP TEAM



Kum Kum Pathak
Managing Director



Prashant Kumar Pathak
Founder & C. S.

MR PRASHANT KUMAR PATHAK
A Versed Passionpreneur Renovating
The Pharma Space



FLAGSHIP PROGRAM Honoring Healthcare Heroes



HONOUR YOUR HEALTHCARE HEROES

- Flagship Program, HHH (Honor your Healthcare Heroes) is an initiative to acknowledge the efforts put in by healthcare providers for the safety of general public and honoring them for the same. GHC is officially launched at Mumbai on 3rd Feb'21 by honoring healthcare heroes from across the specialties, especially Pediatricians and Orthopedicians of all India. Honor your healthcare heroes is a baby step towards long journey.

ABOUT THE PROJECT

Topic: innovation and sustainability in healthcare

References

- Innovative and sustainable healthcare management: Strategies for growth Conference background note <https://www2.deloitte.com/content/dam/Deloitte/in/Documents/life-sciences-health-care/in-lshc-innovative-healthcare-noexp.pdf>
- An Empirical Investigation of the Effect of Market Orientation and Entrepreneurship Orientation Alignment on Product Innovation <https://www.jstor.org/stable/2640396>
- Impact of big data analytics on sales performance in pharmaceutical organizations: The role of customer relationship management capabilities <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0250229>
- Innovativeness: Its antecedents and impact on business performance <https://www.sciencedirect.com/science/article/abs/pii/S0019850103001160#:~:text=Next%2C%20empirical%20findings%20confirm%20innovativeness,success%20of%20the%20industrial%20firm.>
- Performance of professional service firms from emerging markets: Role of innovative services and firm capabilities <https://www.sciencedirect.com/science/article/abs/pii/S1090951615001029>



ACTIVITIES

Academic activities

- Literature review
- Presentation of the findings
- Identification of variables and development of construct in the study

Professional activities

- Brief learning about the therapeutic categories along with the product brief and monographs
- Development of patient journey and pain points in the patient journey.
- Development of brand plan based on the patient journey
- Development of digital promotional strategies
- Promotional activities on LinkedIn



PATIENT JOURNEYS

On a hot summer day, two friends, **A** and **B** went for their cricket practice. The two kids decided to take a cold shower right after moving in from the scorching sunny day due to which both caught cough cold and fever.



Both went to the doctor for examination

After examining the two kids, doctor prescribed the following medications to the two boys:

A: goodminic p suspension 5-10 ml twice daily which contains paracetamol 125 mg, 5 mg phenylphrine hcl and 1 mg chlorpheniramine maleate.

B: goodminic p 250 5-10 ml twice daily which contains 250 mg paracetamol, 5 mg phenylphrine hcl and 1 mg chlorpheniramine maleate



The two boys were cured after a few days and were advised to not have cold showers right after being in the heat.

A's 2 years old younger brother **C** ate peanuts and started showing allergic symptoms like runny nose, watery eyes and sneezing

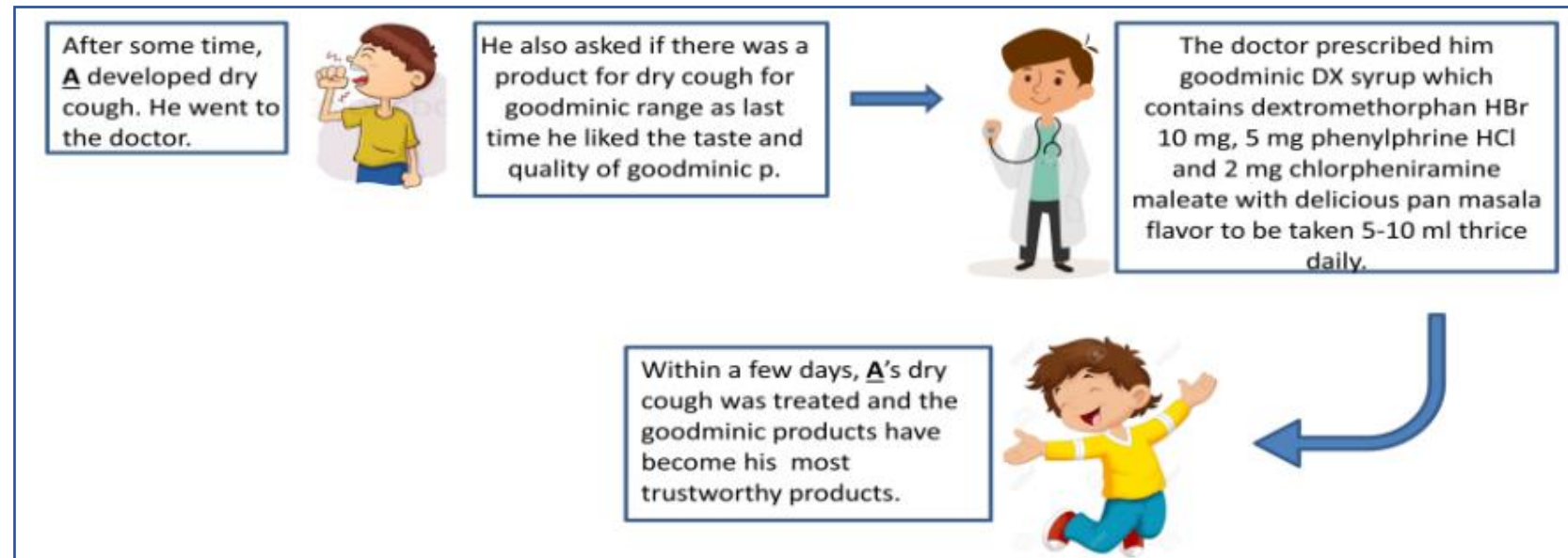
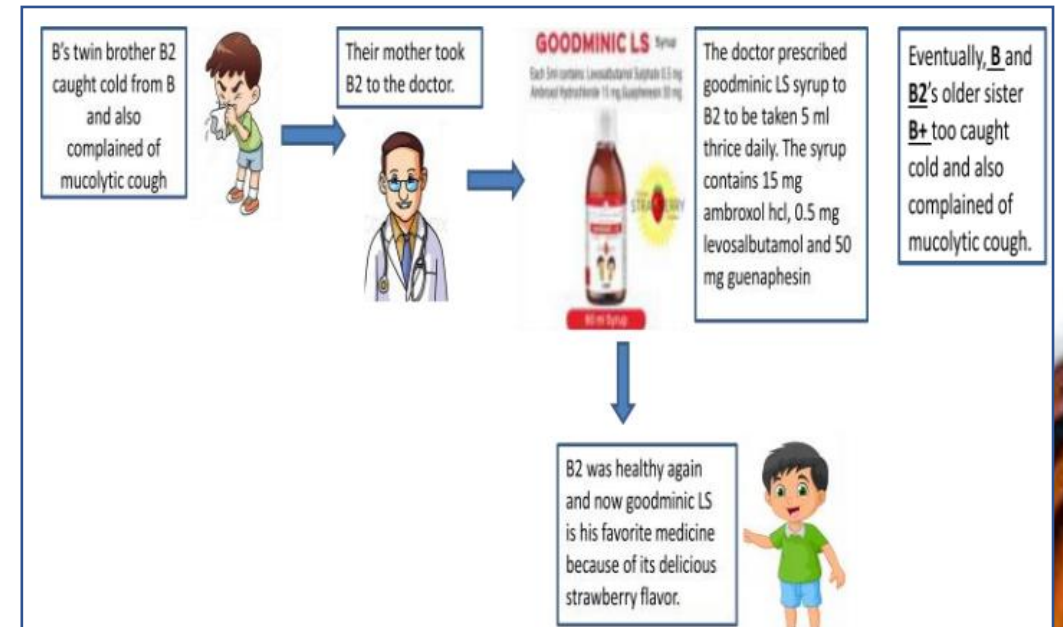
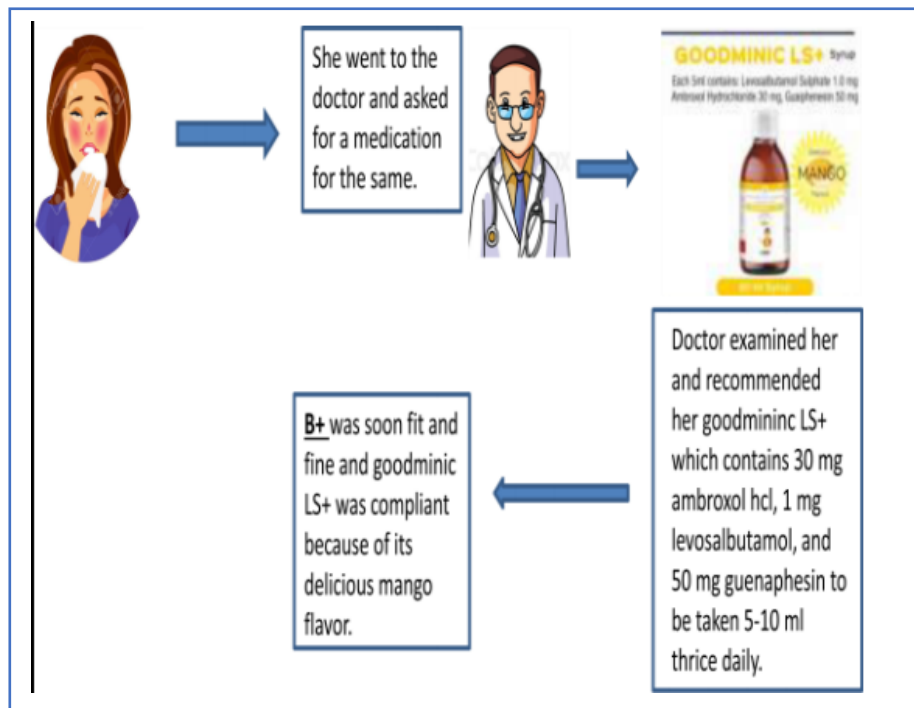


After examining, C was diagnosed with allergic reaction to peanuts.

Within a few days, c was completely fine and was advised to avoid intake of peanuts. C's mother appreciated goodminic as it was easily taken by C because of its delicious orange taste.

Doctor prescribed goodminic p syrup to c which contains 5 mg phenylphrine hydrochloride and 2 mg chlorpheniramine maleate to be taken 3-4 times daily.





BRAND PLAN

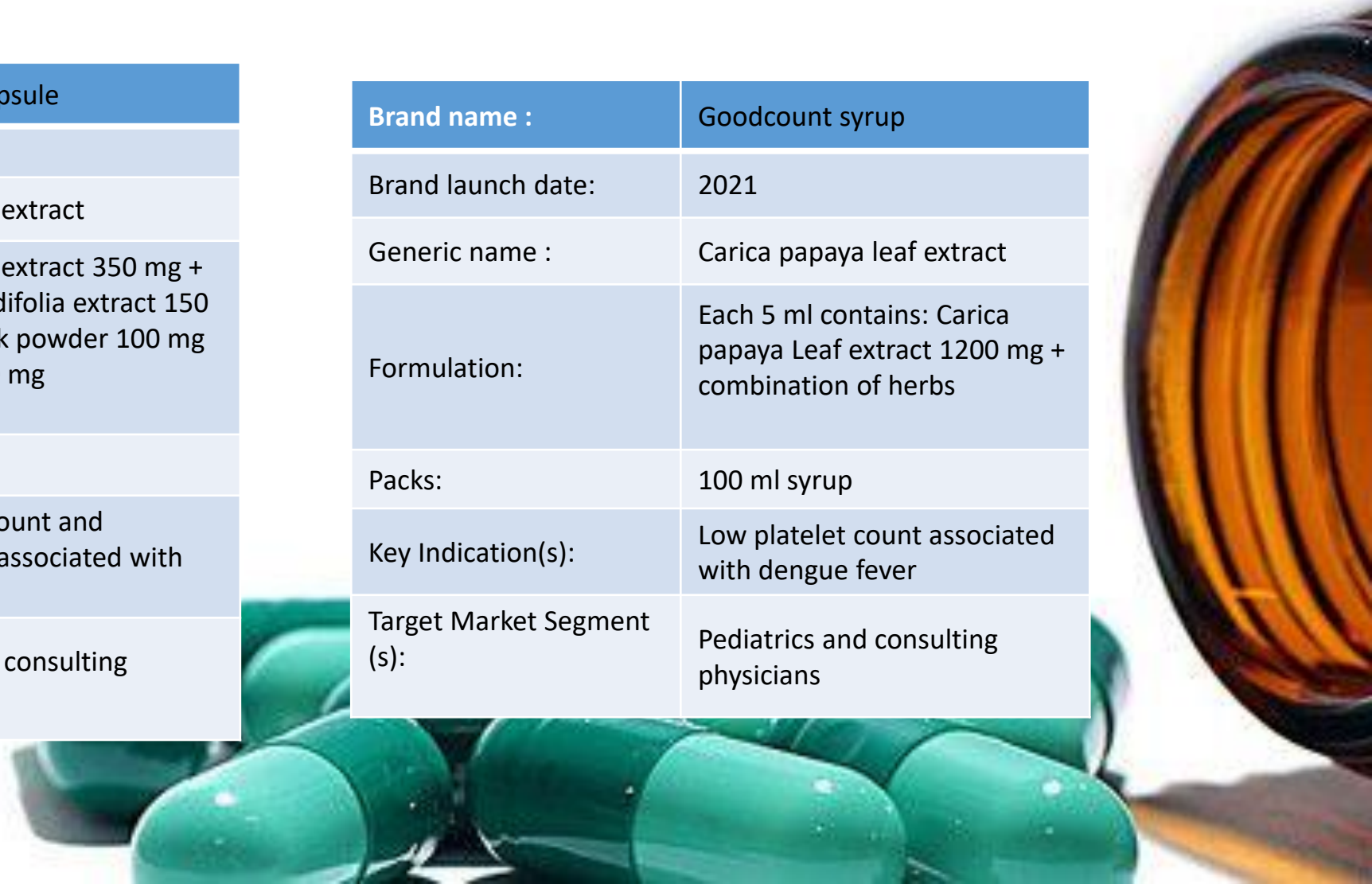
- What is the product? Product introduction
- Where are we? analysis
- Why we are here? Key issues
- Where we could be? Vision, purpose, goals
- What do we need to do? Strategies, Executions and measures



WHAT IS THE PRODUCT?

Brand name :	Goodcount capsule
Brand launch date:	2021
Generic name :	Carica papaya extract
Formulation:	Carica papaya extract 350 mg + Tinospora cordifolia extract 150 mg + Goat milk powder 100 mg + Vitamin E 40 mg
Packs:	1 X 10 capsule
Key Indication(s):	Low platelet count and inflammation associated with dengue fever
Target Market Segment (s):	Pediatrics and consulting physicians

Brand name :	Goodcount syrup
Brand launch date:	2021
Generic name :	Carica papaya leaf extract
Formulation:	Each 5 ml contains: Carica papaya Leaf extract 1200 mg + combination of herbs
Packs:	100 ml syrup
Key Indication(s):	Low platelet count associated with dengue fever
Target Market Segment (s):	Pediatrics and consulting physicians



WHERE ARE WE?

COMPETITION LANDSCAPE GOODCOUNT SYRUP

Parameter	Goodcount syrup	PLATIMAX	Cbcount syrup	Tcyte syrup
Positioning	Treatment of low blood platelet count for Dengue fever	Treat Low blood platelet count associated with dengue fever	To treat reduced platelet count	treating symptoms associated with reduced platelet count
Daily cost of Therapy	21/-	23/-	18/-	25/-
Key Specialty	Pediatrics/ CP	Pediatrics/ CP	Pediatrics/ CP	Pediatrics/ CP
Packaging	100 ml bottle	100 ml bottle	100 ml bottle	100 ml bottle

COMPETITION LANDSCAPE GOODCOUNT CAPSULE

Parameter	Goodcount capsule	Upcount capsule	Uplat capsule	Platigen capsule
Positioning	In Dengue, Malaria, Cancer chemotherapy patients	Post-viral infections in immunocompromised patients	boost platelet count by stimulating bone marrow	dietary supplement used in the management of low platelet
Daily cost of Therapy	26/-	63/-	60/-	35/-
Key Specialty	Pediatrics, cp, gp	Pediatrics, cp, gp	Pediatrics, cp, gp	Pediatrics, cp, gp
Packaging	10x1 pack	10x1 pack	10x1 pack	10x1 pack

WHY ARE WE HERE?

BRAND SWOT

Strengths

Where are we strong relative to our competitors?

Good taste is patient compliant.
Attractive packaging
Carica papaya extract is one of the safest medications used for dengue fever.

Weaknesses

Where are we weak relative to our competitors?

Inability to promote the product physically to the doctors.
Side effects likely to be caused mainly for the goodcount capsule.

Opportunities

What changes/emerging trends can we exploit?

Inclusion of online promotional strategies leading to more time investment by doctors
Precision marketing strategy could help

Threats

What changes/emerging trends could threaten us?

Existence of well established products in the market.
Price of competitor product(cbcount in syrup)

WHERE WE COULD BE ?

KEY CHALLENGES	CRITICAL SUCCESS FACTORS
New product	Precision marketing could be helpful in achieving the goals
Absence of physical product promotion	Online product promotion could lead to more time and attention from doctors
Product launch in covid times	Digital engagement with the target market



HOW CAN WE GET THERE?



MEDIA PLAN 2021

Collaborating with healthcare journals for ad spaces
Blog posting on the website
Search engine optimization
Conducting webinars and conferences to educate doctors
Sending e mails to the doctors
activity on social media handles like instagram, twitter, facebook for brand promotion



SEARCH ENGINE OPTIMIZATION

- Identifying appropriate keywords.
Eg. Dengue, carica papaya, thrombocytopenia
- Structure website according to data
- Keep your website loading times quick
- Utilize the power of backlinking



WEBINARS AND CONFERENCES

- Dengue and the covid pandemic
- How to prevent dengue in children
- How is covid and lockdown impacting the Prevalence of dengue and malaria
- How severe could be your dengue fever?

SENDING EMAILS TO DOCTORS

Subject: fight dengue induced thrombocytopenia!
Greetings from GHC Drugs and Pharmaceuticals!

- We are pleased to introduce our new product range goodcount syrup and capsules. **Carica papaya** leaf is often consumed as an **extract**, has been found to treat symptoms related to dengue fever. Other common **uses** include reducing inflammation, improving blood sugar control, supporting skin and hair health, and preventing cancer.
- Ghc drugs and pharmaceuticals comes up with goodcount syrup and capsule with goodness of carica papaya to help your blood fight dengue fever.

Kindly refer to the product detailing attached within the mail.

Regards

GHC Drugs and Pharmaceuticals

SOCIAL MEDIA HANDLES

- hash tags, stories to keep the page active.

Hashtags that can be used:

[#healthservices](#) [#pharmacy](#) [#familydoctor](#) [#healthprofessionals](#) [#nurses](#) [#healthcareprofessional](#) [#pharmaceuticals](#) [#medicalcare](#) [#medical](#) [#heathcare](#)

- Using patients that have used the product as influencers rather than instagram influencers
- raise awareness about the diseases associated with the product. Then suggest the product for use.



PROPOSED TAGLINES



GOODCOUNT syrup
Carica papaya Leaf extract + combination of herbs
Goodcount for good count!



indication

Key benefits

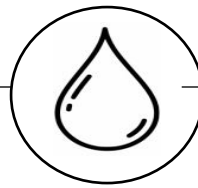
composition

Directions and dosage

**GHC**
DRUGS & PHARMACEUTICALS

- Good count with goodcount.
- A product you cant go wrong with.
- Take good count stay good
- Your blood's best friend
- Fight the bruise





Increasing platelet count in dengue

GOODCOUNT

Carica papaya Leaf extract + combination of herbs

syrup



Key benefits/uses

- helps to boost the platelet count by stimulating bone marrow
- stimulates the genes responsible for production of platelets
- Increases the platelet count in patients suffering from Dengue

Indications

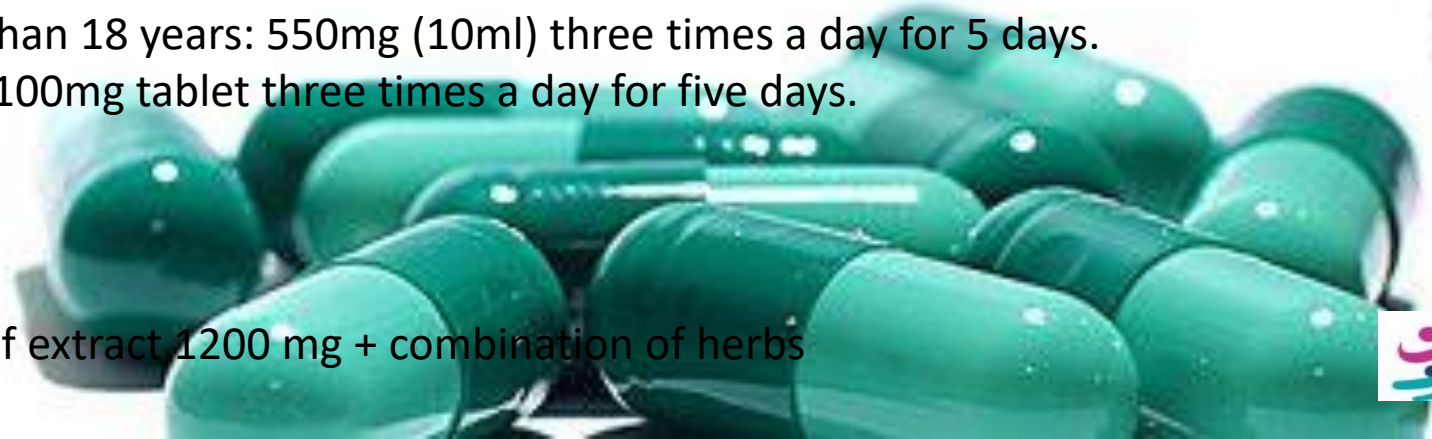
- Dengue Patients

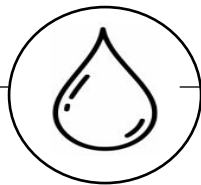
Direction/Dosage

- Children more than 1 year and less than 5 years: 275mg (5ml) three times a day for 5 days.
- Children more than 5 years and less than 18 years: 550mg (10ml) three times a day for 5 days.
- Children weighing more than 40kg: 1100mg tablet three times a day for five days.

Composition

Each 5 ml contains: Carica papaya Leaf extract 1200 mg + combination of herbs





Increasing platelet count in dengue

GOODCOUNT

capsules

Carica papaya extract + Tinospora cordifolia extract + Goat milk powder + Vitamin E capsules



Usage

In Dengue, Malaria, Cancer chemotherapy patients, Post-viral infections in immuno-compromised patients.

Role of key ingredients

Carica papaya extract contains the enzyme papain. increases low blood platelet count in Dengue fever and Chikungunya.

Tinospora cordifolia: to improve the immune system and body's resistance against infections.

Vitamin E: keeps the skin moisturized. Its anti-oxidizing properties helps in healing sun burns and irritation of the skin.

Dosages

For Platelet count for Above 50,000 - 2 Caps once daily

For Less than 50,000- 2 Caps twice daily.

Therapy duration: 5-10 days in Dengue/Malaria/Viral Infection 15-30 days in Immune Thrombocytopenia.



DIGITAL PROMOTIONAL INPUTS



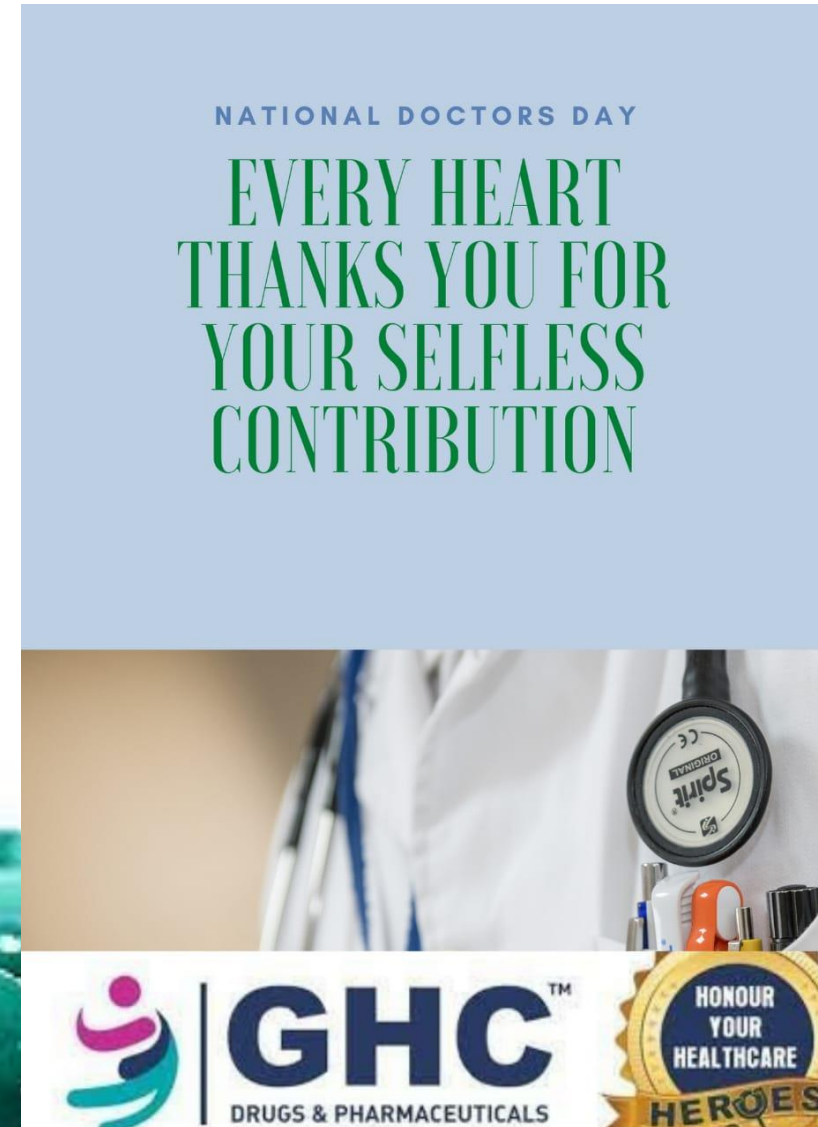
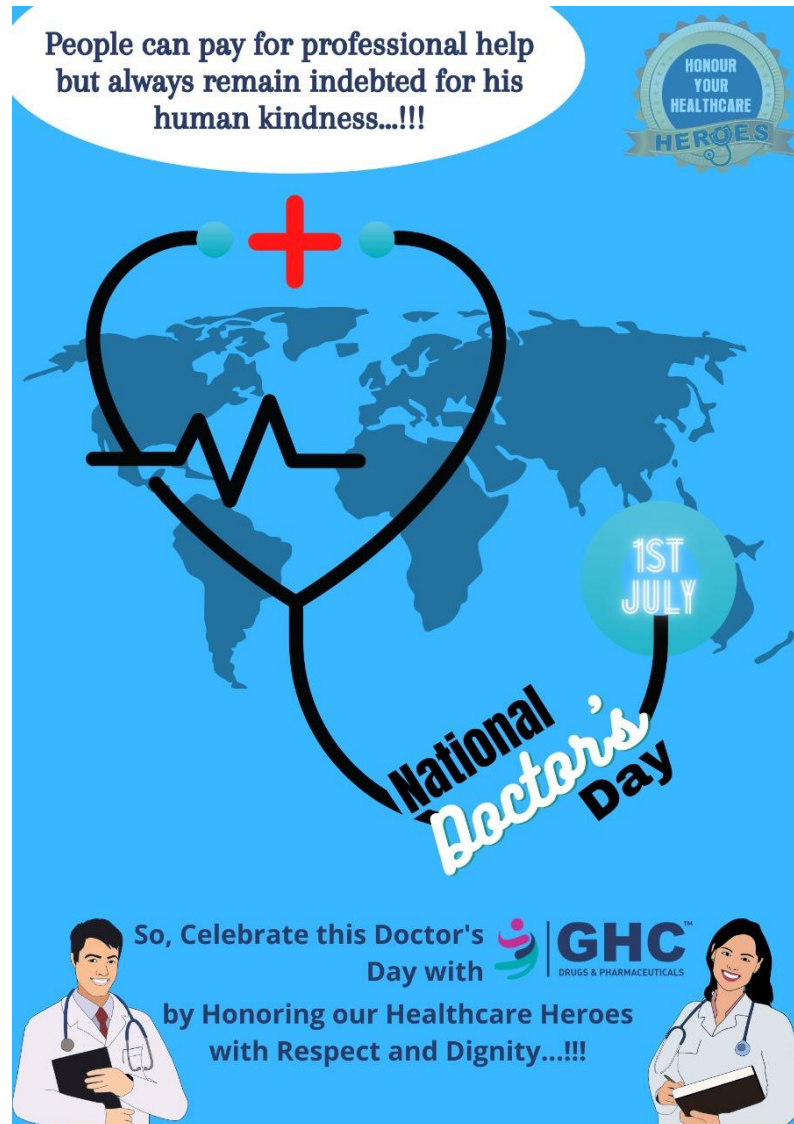
Carica papaya leaf is often consumed as an **extract**, has been found to treat symptoms related to dengue fever. Other common **uses** include reducing inflammation, improving blood sugar control, supporting skin and hair health, and preventing cancer.

Ghc drugs and pharmaceuticals comes up with goodcount syrup and capsule with goodness of carica papaya to help your blood fight dengue fever.

GHC
DRUGS & PHARMACEUTICALS

SYMPTOMS	ADVICES
» Fever, severe headache	Immediate blood test on doctor's advice
» Pain behind eyes	Rest and drink plenty of fluids
» Muscle and joint pain	Paracetamol can be taken to reduce joint pains, fever
» Nausea, vomiting, swollen glands	Aspirin or ibuprofen should not be taken
» Unusual weakness, rash	
» Abdomen pain, cough, loose motion	

PROMOTIONAL ACTIVITIES ON LINKEDIN



THANK YOU

